

**2012/2013 City of Eugene Recreation Guide  
Advertising Information, Rates,  
Specifications & Due Dates**



Now you can advertise in the City of Eugene's most recognized publication! 80% of respondents to the City's Community Survey recall receiving the Recreation Guide.

The Recreation Division publishes Recreation Guide three times each year. Each edition includes programming and events for youth and families, outdoor enthusiasts, swimmers, seniors and adults, adult team sports, and adapted recreation for individuals with disabilities.

The Summer guide lists activities from June 1 – Labor Day and includes the popular summer camps and family events. The Fall Guide lists events from Labor Day – Dec. 31 and includes holiday activities. The Winter/Spring Guide lists activities from January 1 – May 30 and includes spring break camps.

Some 20,000 copies of the guide are published in each edition and are mailed directly to Eugene households or made available for pick up at locations throughout the city. In addition, a virtual Recreation Guide is available online and receives more than 17,000 hits each year.

The target market for the Recreation Guide is current and potential participants in Eugene Recreation programs. In 2010, participants in Eugene Recreation activities topped 795,000: Youth and Family, 353,000; Aquatics, 236,000; Adult Athletics, 100,000; Senior Programs, 77,000; and Adapted Recreation, 30,000. Although some events are "drop in", most require the user to register, and most of those users rely on the Recreation Guide for reference.

Advertising may be purchased in the Eugene Recreation Guide, at these rates:

¼ page vertical	2 5/8" w x 4 ¼" h	\$250
1/3 page vertical	5 3/8" w x 3" h	\$350
½ page horizontal	5 3/8" w x 4 ¼" h	\$500
Full page (interior)	5 3/8" w x 9 7/16"h	\$850
Full page (interior color)	5 3/8"w x 9 7/16"h	\$950
Full page (back cover)	5 3/8 w x 6 3/4" h	\$1,000
10% discount for ads placed by nonprofit organizations. 10% discount on an identical ad placed in 2 or more consecutive guides.		

Advertisements must be camera-ready to the size specifications above. Color is available only on full page back cover and specified pages within; all other ads are B & W. All ads for the must

be professional constructed. Substandard ads or ads that do not comply with the specifications will not be published. Space reservations may be made at any time. Camera ready ads are due as follows:

Summer 2012: camera-ready ads due March 1, 2012

Fall 2012: camera-ready ads due July 6, 2012

Winter/Spring 2013: camera-ready ads due Oct. 19, 2012

Advertisers will be invoiced on the press date for each edition; payment will be due within 30 days of the invoice date.

For more information, contact Marketing and Public Information Manager Kathy Madison at 541-682-6342 or email: [Kathy.madison@ci.eugene.or.us](mailto:Kathy.madison@ci.eugene.or.us).